

Health Promotion

Ashwini Kalantri

“Health promotion is the process of enabling people to increase control over, and to improve, their health.”

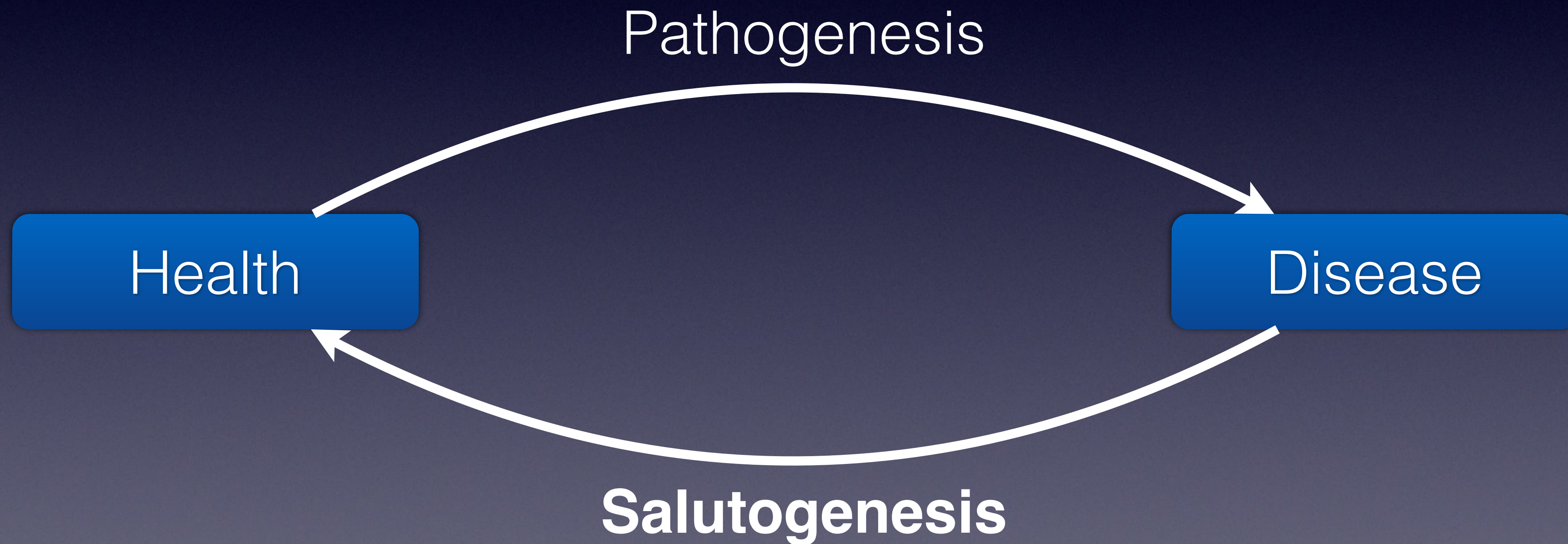
Disease Prevention

Primary Prevention

Secondary Prevention

Tertiary Prevention

Salutogenesis



Principles of Health Promotion

Copenhagen Document - 1984

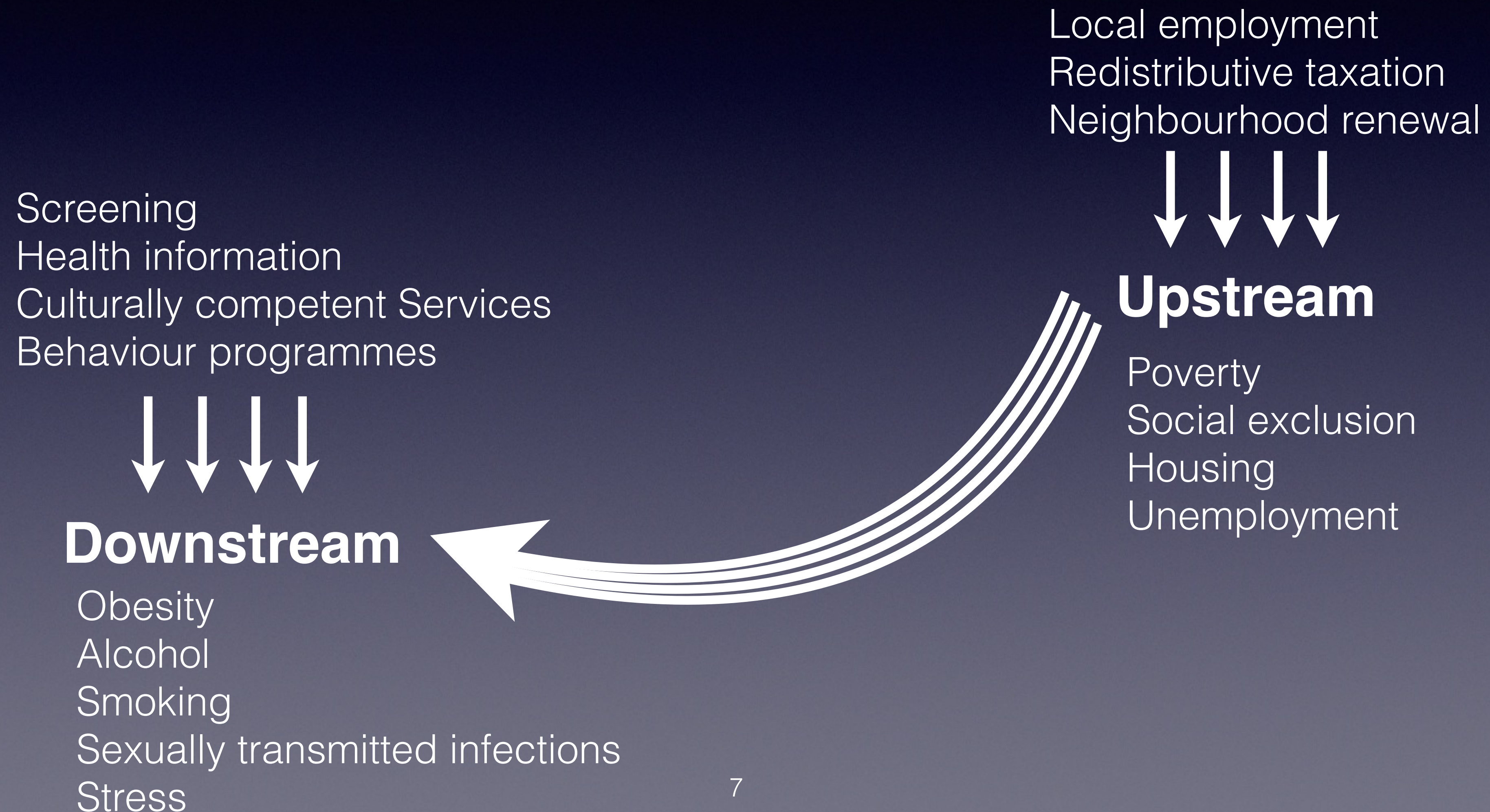
1. Health promotion involves the population as a whole in the context of their everyday life, rather than focusing on people at risk for specific diseases.
2. Health promotion is directed towards action on the determinants or causes of health.
3. Health promotion combines diverse, but complementary, methods or approaches, including communication, education, legislation, fiscal measures, organizational change, community development and spontaneous local activities against health hazards.

Principles of Health Promotion

Copenhagen Document - 1984

4. Health promotion aims particularly at effective and concrete public participation.
5. While health promotion is basically an activity in the health and social fields, and not a medical service, health professionals - particularly in primary health care - have an important role in nurturing and enabling health promotion.

Upstream v Downstream approach to disease prevention



Health Education

- Individuals make health choices that lead to the causation of disease
- Traditional Health Education focuses on information provision based on the assumption of a simple causal relationship between knowledge and behaviour
- Victim blaming → Guilt
- But the factors may be beyond his control (poverty, social, environment)

Health Promotion

- Health and well being of the whole population
- Health is no longer the responsibility of the individuals, but the collective responsibility of the society

Way of Health Promotion

Advocacy

Enablement

Mediation

Objectives of Health Promotion

- To prevent disease
- To ensure that people are well informed and able to make health choices
- To help people to acquire the skills and confidence to take greater control over their health
- To change policies and environments in order to facilitate choices.

Ethics in health promotion

- Autonomy
- Beneficence
- Non-maleficence
- Justice and equality
- Telling the truth

Questions we ask ourself

1. Central conditions in working for health

- Am I creating autonomy in my clients, enabling them to direct their own lives?
- Am I respecting the autonomy in my clients whether or not I approve of their chosen direction?
- Am I respecting all people as equal?
- Do I work with the people on the basis of needs first?

Questions we ask ourself

2. Key principles in working for health

- Am I good and avoiding harm?
- Am I telling the truth and keeping promises?

3. Consequences of ways of working for health

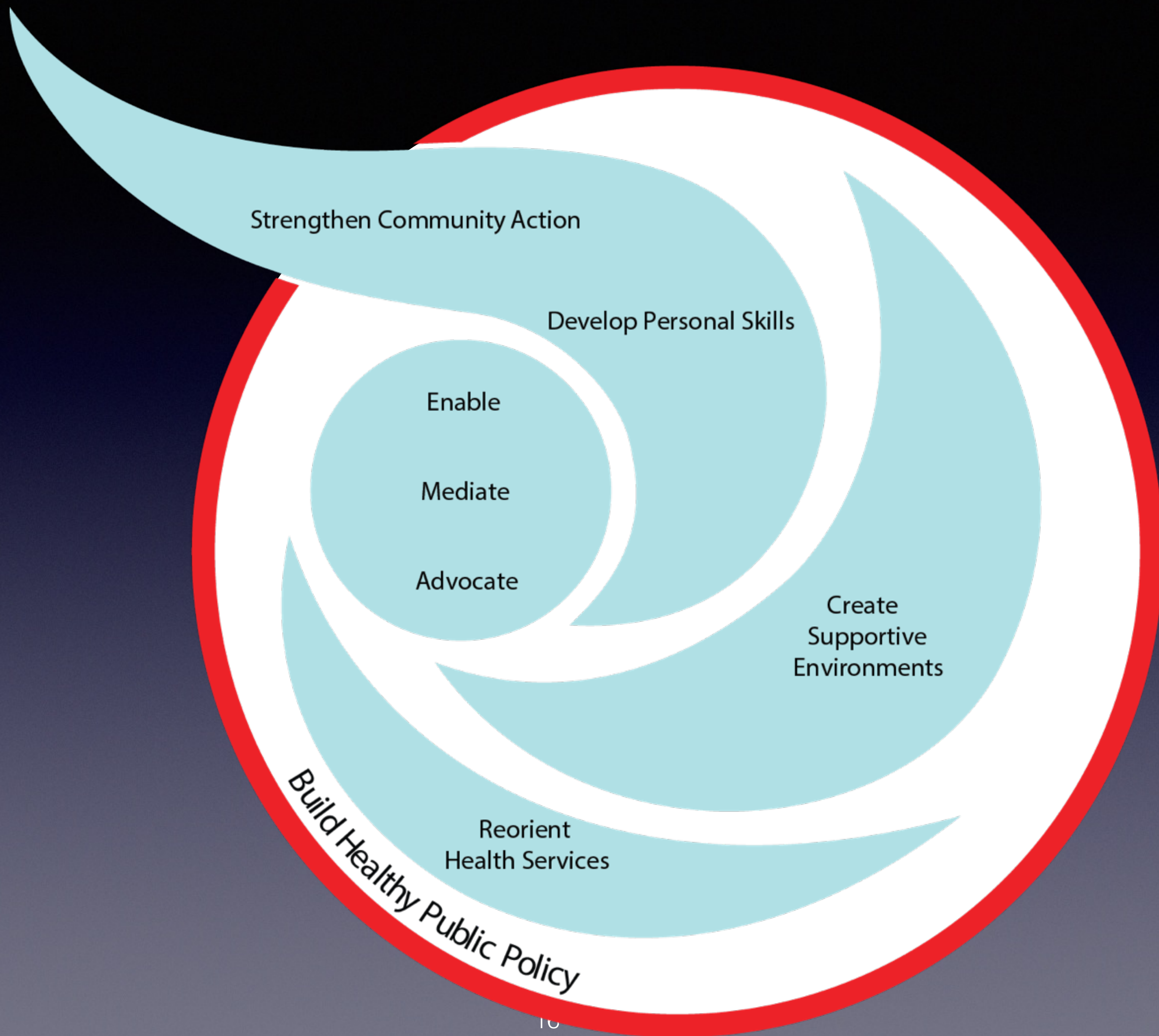
- Will my action increase the individual good?
- Will it increase the good of the perticular group?
- Will it increase the good of the society?
- Will I be acting for the good of myself?

Questions we ask ourself

4. External consideration in working for health

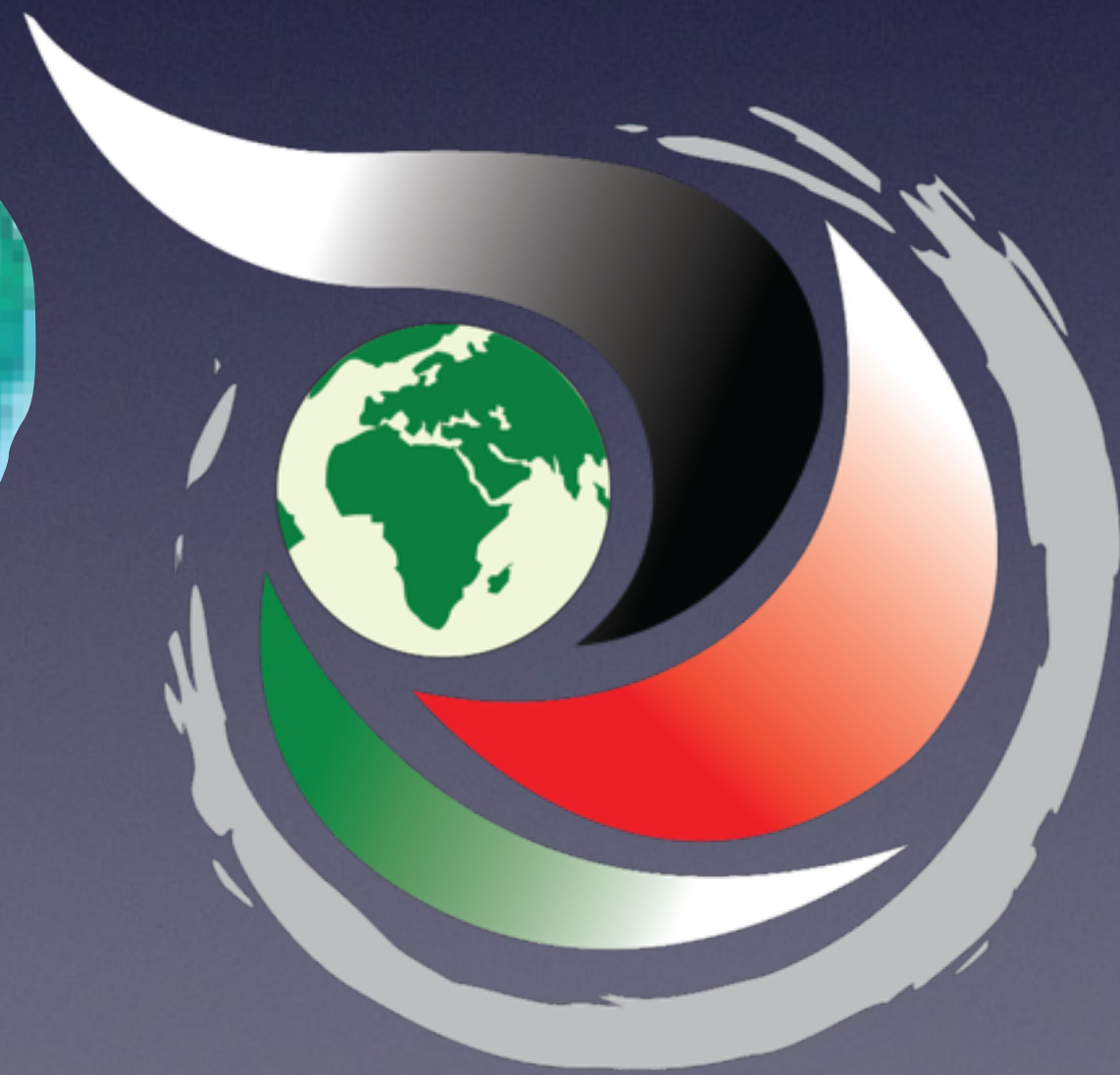
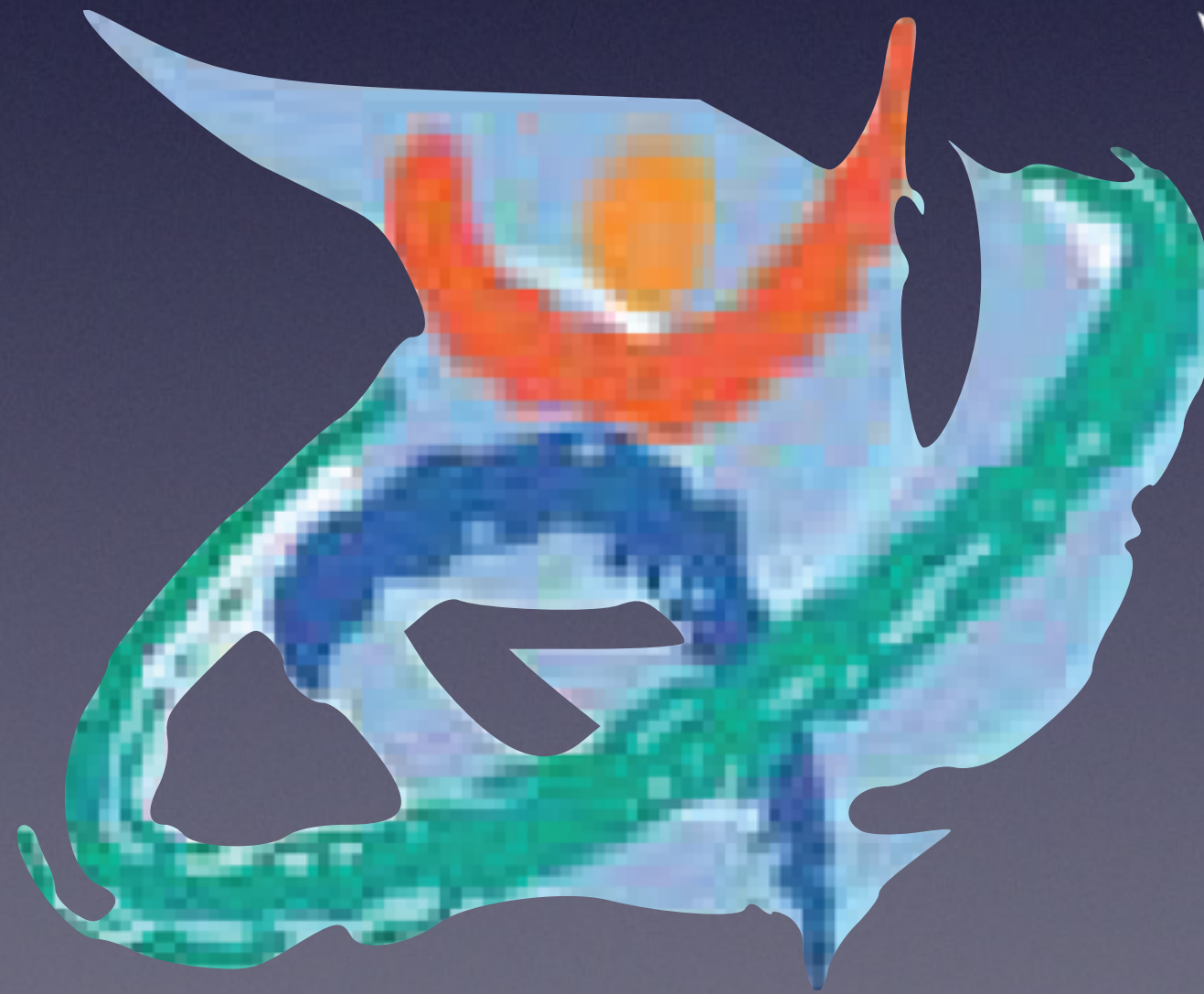
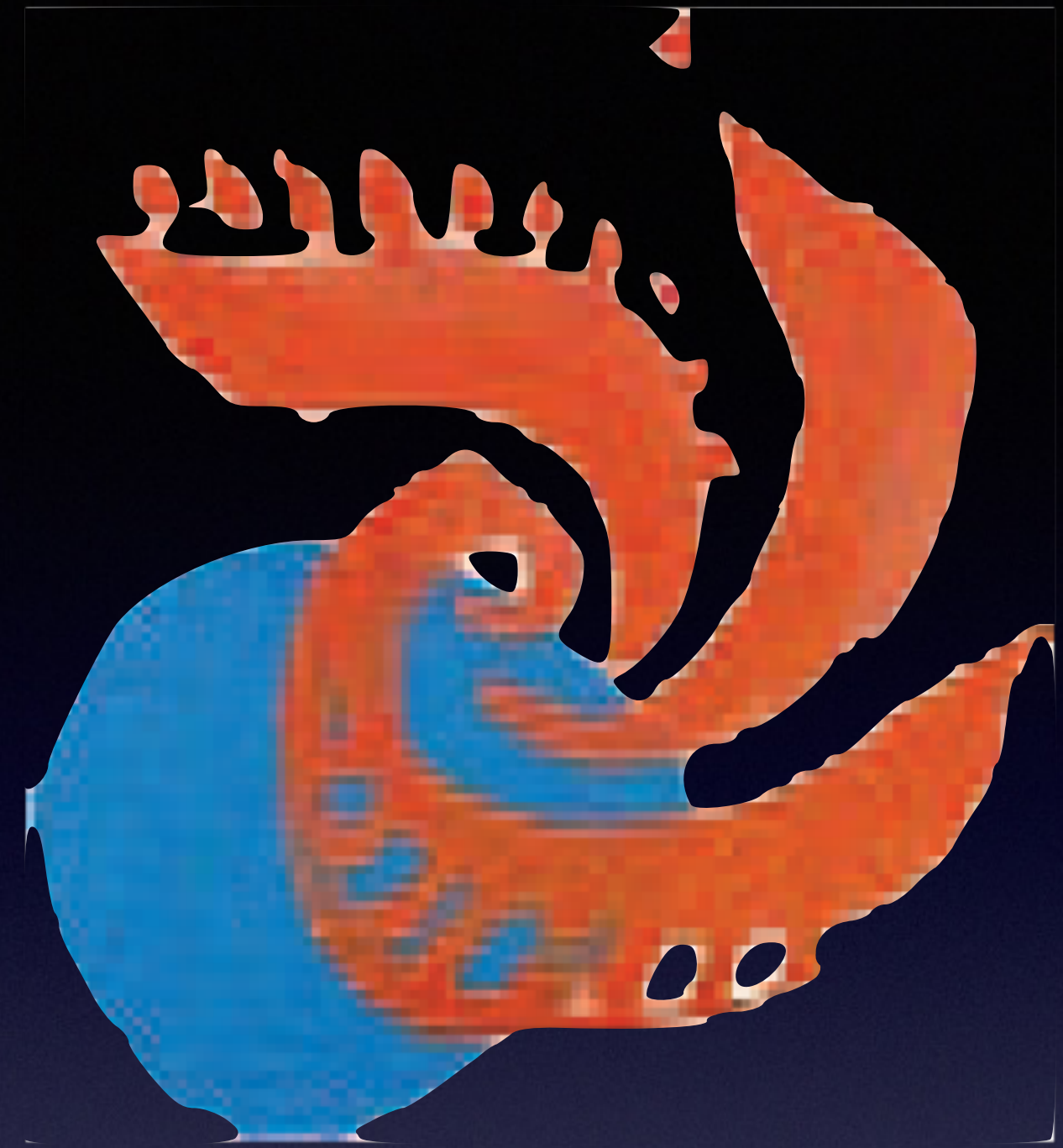
- Are there any legal implications?
- Is there a risk attached to the implications?
- Is the intervention the most effective and most efficient action to take?
- How certain is the evidence on which this intervention is based?
- What are the views and wishes of those involved?
- Can I justify my actions in terms of all this evidence?

Strategies and Methods





Action
for Public
Health



Reorienting of Health Services

- Usually, treatment and cure of illness have taken precedence over prevention
- Reorienting the health services towards prevention

Developing personal skills

- Understanding why people behave in a certain way, and how they can be helped to maintain chosen behaviour.
- Identify the determinants of behaviour change

Determinants of Behaviour Change

Belief

Values

Attitudes

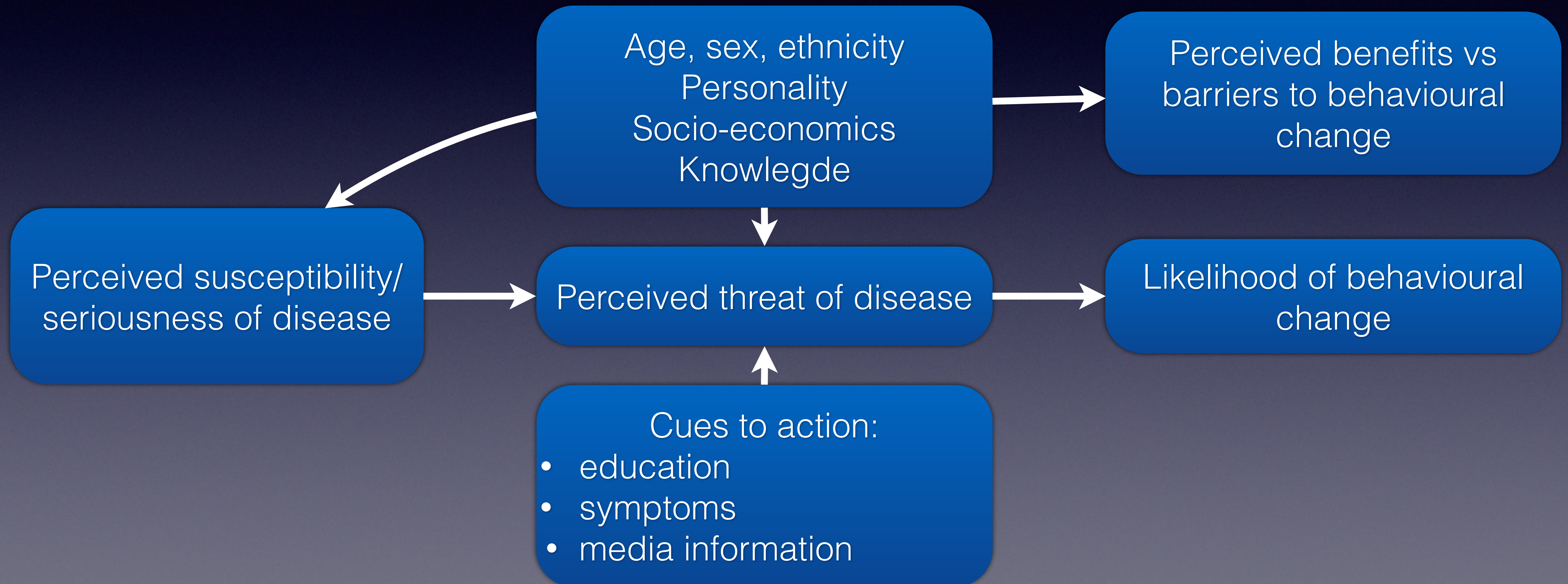
Drives

The Health Belief model

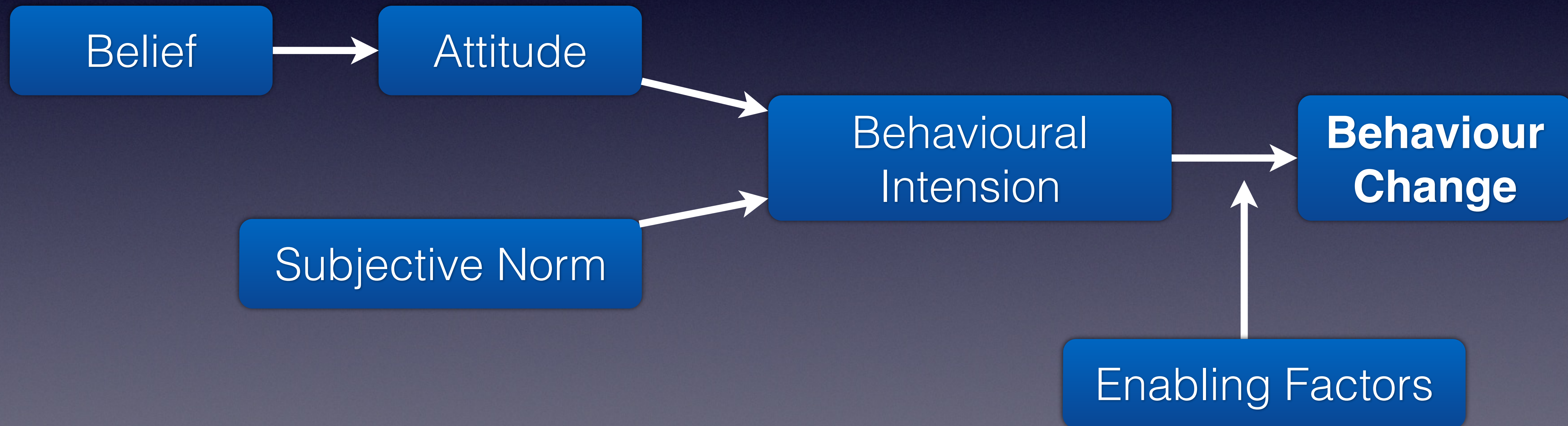
Individual Perceptions

Modifying Factors

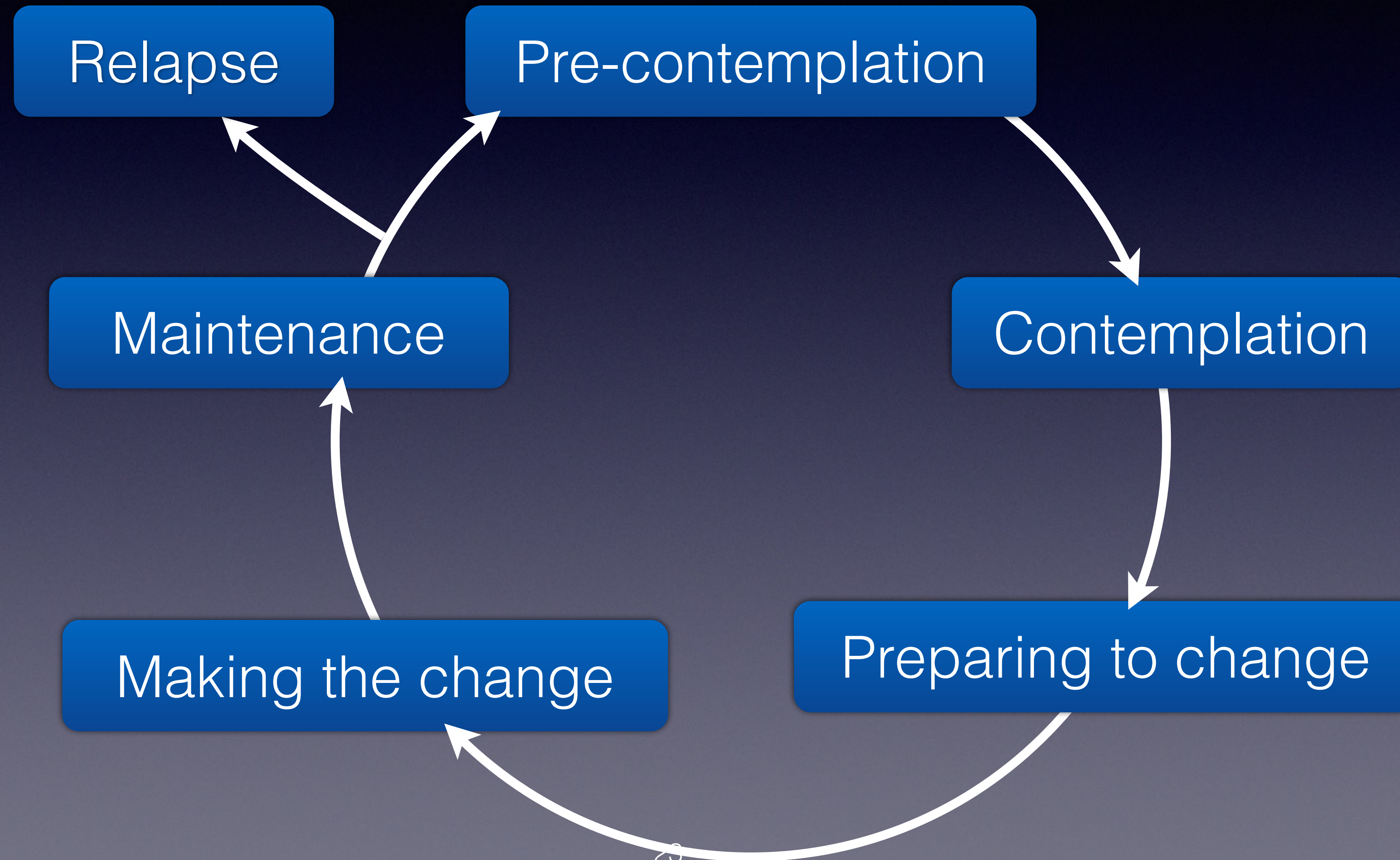
Likelihood of Action



The BASNEF Model



Stages of change



Prerequisites of Change

- Change must be self-initiated
- Behaviour must become salient
- Salience of the behaviour must appear over a period of time
- Behaviour is not part of the individual's coping strategies.
- Individual's life must not be problematic or uncertain
- Social support is available

Strengthening community action

- Working with the community to increase their participation in decisions affecting health

Community-based	Community development
Problem, target and action defined by sponsoring body	Problem, target and action defined by community
Community seen as medium, venue or setting for intervention	Community itself the target of intervention in respect to capacity-building and empowerment
Notion of 'community' relatively unproblematic	Community recognised as a complex changing, subject to power imbalances and conflict
Target is largely individuals within either geographic area or specific subgroup in geographic area defined by the sponsoring body	target may be community structures or services and policies that impact on the health of the community
Activities largely health oriented	Activities may be quite broad based, targeted wider factors with an impact on health, but with indirect health outcomes

Principles of community development

- Participation
- Community empowerment
- Community-Led
- Social Justice

Developing healthy public policy

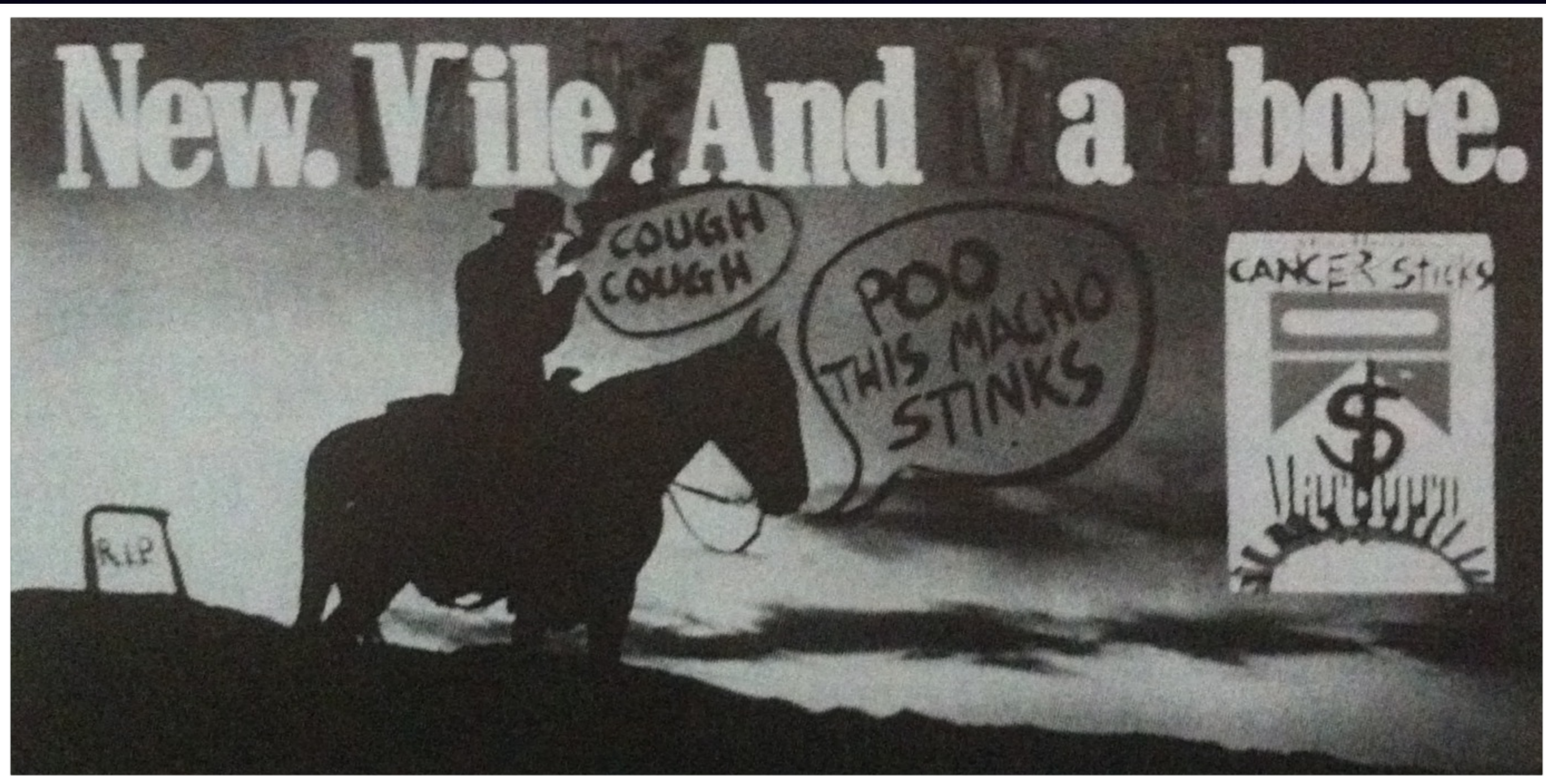
- Changing the environment in order to make the healthy choice easier.

Media in Health Promotion

- Planned campaigns
- Unpaid media coverage
- Media advocacy
- Social marketing



Media in Health Promotion



Settings for Health Promotion

Health promotion in schools

- Health Promoting School:
 - One in which all members of the school community work together to provide pupils with integrated, positive experiences and structures which promote and protect health.
 - This includes both the formal and informal curriculum in health, the creation of a safe and healthy school environment, the provision of appropriate health services and the involvement of the family and the wider community in the efforts to promote health

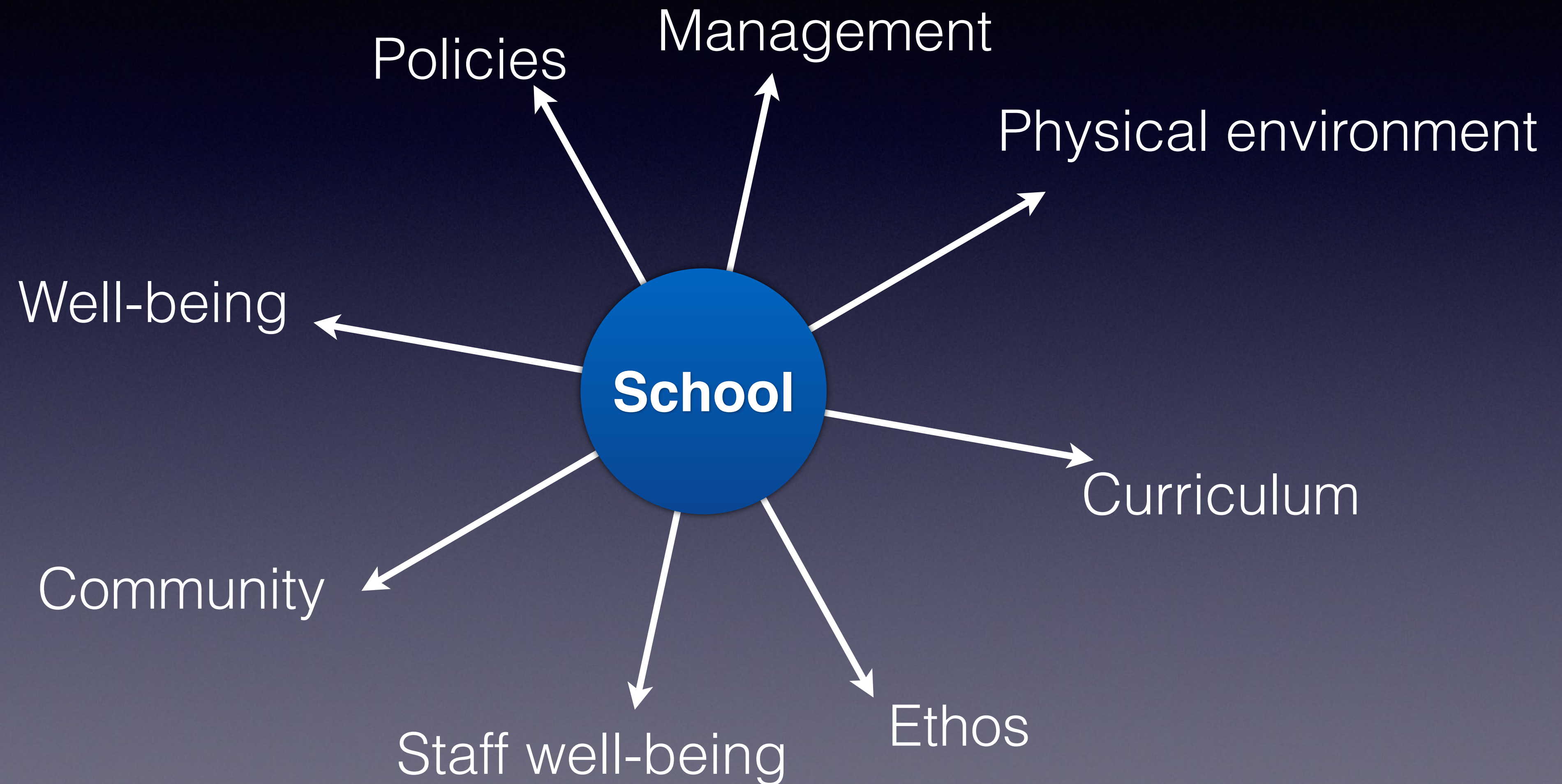
Health promoting school

- Promotes health and well being go the students
- Upholds social justice and equity concepts
- Involves student participation and empowerment
- Provides a safe and supportive environment
- Links health and education issues and systems

Health promoting school

- Addresses the health and well being issues of staff
- Collaborates with the local community
- Integrates into the school's ongoing activities
- Set realistic goals
- Engages parents and families in health promotion

The Health Promoting School



Health Promotion in Workplace

- Most intervention focus on individual lifestyle risks factors and employers legal responsibility to provide safe working environment
- Intervention that address the workplace organisation and culture as a whole are less common but more effective

Health Promotion in Neighbourhoods

- Neighbourhoods are small localities with a distinct identity forged by a community of people who know each other and the provision of essential services such as post offices, shops health centres.
- Neighbourhood provides a valuable setting for accessing many vulnerable groups, including older people and people with low income
- We can address the core determinants of health - social fabric and quality of people's lives.

Health Promotion in Primary care and Hospitals

- Health Promoting Hospitals:
 1. Promoting the health of the patients
 2. Promoting the health of the staff
 3. Changing the organisation to a health promoting setting
 4. Promoting the health of the community in the catchment area of the hospital.

Health-promoting Health Services

Creating supportive/healthy living
and working environments



Health
Services

Integrating health
into daily activities of
the setting

Developing links with
other settings and
wider community

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Thank You.